

wherein rendering engine is adapted to update the map and metrics displayed on the display device responsive to the manipulations of the electronic map.

16. The computer program product of claim **12**, further comprising:

a user interface module for receiving user input manipulating the template received by the template module, wherein the manipulations alter the metrics specified by the template;

wherein the metric computation module is adapted to determine the computed metric responsive to the manipulations of the template, and

wherein rendering engine is adapted to update the map and metrics displayed on the display device responsive to the manipulations of the template.

17. The computer program product of claim **12**, wherein the template module is adapted to store a plurality of templates, the templates specifying different metrics to display on the map, one or more of the templates are designated as "active," the metric computation module is adapted to determine computed metrics specified by the active templates, and the rendering module is adapted to display the metrics specified by the active templates.

18. The computer program product of claim **12**, wherein the template further specifies how to display a metric and wherein the rendering module displays the metric on the electronic map as specified by the template.

19. The computer program product of claim **18**, wherein the rendering module is further adapted to display a map area and a metrics panel on the display device, and to selectively display the metrics in the map area and/or the metrics panel as specified by the template.

20. A computer-implemented method for displaying an electronic map on a display device, comprising:

receiving a template specifying one or more of metrics to display on the electronic map including at least one computed metric that is generated responsive to other metrics;

determining the computed metric specified by the template; and

displaying the electronic map and the metrics specified by the template on the display device.

21. The method of claim **20**, further comprising:

receiving map data for the electronic map from a map server via a network.

22. The method of claim **20**, further comprising:

receiving the specified metrics from a metric server via a network.

23. The method of claim **20**, further comprising:

receiving user input manipulating the electronic map;

determining the computed metric responsive to the manipulations of the electronic map, and

updating the map and metrics displayed on the display device responsive to the manipulations of the electronic map.

24. The method of claim **20**, further comprising:

receiving user input manipulating the template, wherein the manipulations alter the metrics specified by the template;

determining the computed metric responsive to the manipulations of the template, and

updating the map and metrics displayed on the display device responsive to the manipulations of the template.

25. A system for enabling dynamic exploration of an interactive map, comprising:

a metrics data storage module for storing a plurality of metrics describing mapped regions;

a template storage module for storing a plurality of templates, each template identifying a set of metrics of the plurality of metrics to display responsive to activation of the template; and

a communications module adapted to receive requests for ones of the plurality of metrics and to provide the metrics in response thereto, and to receive requests for ones of the plurality of templates and provide the templates in response thereto.

26. The system of claim **25**, wherein the communications module communicates with a client having a mapping engine displaying an interactive map for a region and displaying metrics responsive to an active template, and wherein the communications module receives requests for the metrics and/or templates responsive to interactive exploration of the map by an end-user of the client.

27. The system of claim **25**, further comprising:

an ad serving module for selecting advertisements responsive to the metrics data;

wherein the communications module is adapted to provide the selected advertisements responsive to requests for ones of the plurality of metrics and/or templates.

28. The system of claim **27**, wherein the ad serving module is adapted to select an advertisement responsive to a value of a metric provided in response to a request.

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